INFOZUB DIGITAL ACADEMY

<u>WHATSAPP CATALOGUE SETUP CHECKLIST</u>

Creating a compelling WhatsApp Catalogue can significantly enhance your customer experience, improve conversions, and make product discovery seamless. Follow this detailed checklist to ensure your WhatsApp Business Catalogue is powerful and conversion-ready.

1. WhatsApp Business App Setup

- Download the WhatsApp Business app.

- Register using your business phone number and verify it.

- Add your Business Name, Category, and Description.

- Set Business Hours and Location (if applicable).

- Link to your business website (if applicable) or social pages.

- Set up automated greeting and away messages.

2. Enable the Catalogue Feature

- Go to the app Menu > Business Tools > Catalogue.

- Click on "Add New Item" to start uploading products/services.

- Manage and edit existing items as needed.

3. Product/Service Details to Include

- Clear Product Name (limit to 50 characters).

- High-quality Images (10 images/videos preferred).

- If you are uploading Video, one image is mandatory to upload.

- Add Price Details (recommended)

- Sale Price (optional)

- Product/Service Description (clear, benefit-oriented, within 5000 characters).

- Product Code or SKU (for inventory tracking).

- Ensure descriptions are SEO-friendly with relevant keywords.

4. Optimize Images for Catalogue

- Ensure good lighting and minimal background distractions.

- Use square image format (1:1 ratio).

- Highlight product features with close-up shots.

- Use professional photography or editing tools.

5. Organize Items with Categories

- Group similar products/services (e.g., Skincare, Festive Collection, Packages).

- Keep the catalogue layout clean and intuitive.

- Consider adding subcategories for better navigation.

6. Keep It Updated

- Add new arrivals regularly.

- Remove out-of-stock products immediately.

- Set a regular schedule for catalogue updates.

7. Promote Your Catalogue

- Share direct catalogue link on your website, Instagram bio, and stories.

- Send catalogue items directly in customer chats.

- Use WhatsApp Status to highlight new arrivals or special offers.